

Impact of Internet Marketing on Photography in Lagos State, Nigeria

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Abstract: The study examined the impact of internet marketing on photography in Lagos state, by focusing mainly on social media, search engine and website as internet marketing tools and measured performance in terms of customer intention, customer satisfaction and customer loyalty. Primary data and online observations were employed. A cross sectional survey research method was used. Questionnaire was used to collect data from 140 photographers from the 1484 registered online photographers in Lagos. Data were analysed using multiple regression to test the hypotheses. Findings revealed that social media, search engine and website collectively influenced customers of Photographers in Lagos. The study concluded that it is valuable for photographers to adapt to, and use internet marketing media in promoting their services as technology changes and new platforms emerge. It is recommended by the study that photographers in Nigeria should adopt internet marketing tools for both communication and marketing advantages.

Key words: impact; internet marketing; photography; Lagos State

JEL codes: M31

1. Introduction

1.1 Background to the Study

The surge of information technology penetration has changed the way in which the world conducts business and is increasingly providing consumers with larger conveniences which has brought about renovation of marketing strategies. The increase of internet users in Nigeria from 45,039,711 in 2011 to 97,210,000 in 2015 (Internet World Stats, 2016) has made Nigeria the largest internet market in Africa. This result as proved how fast people are becoming habitual of using the internet in the country (Internet World Stats, 2016).

The development and application of internet has brought about innovative opportunities for businesses to market and display their products and services to customers in the globalized world. The Internet is one of the major components of internet marketing. It has changed the nature and characteristics of marketing in very unique ways than ever before by making the world a global village (McLuhan, 2009). Recently, the internet has gained an

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enormous recognition as a very dominant platform that has transformed and restructured the way we conduct business and the way we communicate (Edwards, 2015).

Internet marketing is the use of internet and related technologies for searching, creating, communicating, and delivering value to customers. Internet marketing can incorporate website, search engine marketing, social media marketing, content marketing, email marketing and banner advertising (Matikiti, Afolabi & Smith, 2012). Internet marketing gives opportunity to enterprises to create and maintain good customer relationship, operational efficiency, marketing effectiveness and improved performance when implemented efficiently and effectively (Eid & El-Gohary, 2013; Eid & El Kasswawy, 2012). This study focuses on search engines, social media and website as internet marketing tools as they are the most used internet medium in Nigeria (Alexa, 2017) and the most used internet medium of online photographers in Nigeria (Vconnect, 2017).

Lagos state is the smallest state located in the south-western geopolitical zone of Nigeria. Alsop, the smallest in area of Nigeria's 36 states, Lagos State is arguably the most economically important and richest state of Nigeria, with the highest number of SMEs (SMEDAN/National Bureau of Statistics, 2013). Despite the economic relevance of Lagos, Lagos state is known for its parties usually known by Lagosians as Owambe, celebration, carnivals, festivals and catching of fun. In 2013, the governor of Lagos state revealed that more than 36 billion is spent by Lagosians annually on organising parties (Vanguard, 2013). The organisation of these parties and events requires quite a lot of planning, from event planning, photography, catering, make-up, fashion stylist and so on. Photography being a profession that recollects stories at the centre of cultural architecture of social life in societies will be the focus of this study.

Photography is the science, art, application, development and practice of creating durable images by documenting light or other electromagnetic radiation, either electronically through an image sensor, or chemically through a light-sensitive material such as photographic film (Spencer, 1973). Photography puts visuals and memories at the background of cultural construction of social life in societies, suggesting that much meaning is conveyed and communicated by the visual. Performance in this study is measured in terms of customer. Customer is identifying the consumers and market segments in which the business desires to compete which include customer intention, actual purchase, satisfaction and loyalty (Kaplan & Norton, 1992).

1.2 Statement of the Problem

The development and application of internet on business and marketing activities have offered new variety of opportunities for both big and small enterprises to market their brand, products and services. Firms improve customer relations and targeting activities by using internet marketing to synchronize existing communication channels, reducing the costs within areas such as customer service, communication, processing of operations, research and customer responses (Payne, 2015; Matikiti, Afolabi & Smith, 2012; Strauss & Frost, 2014). Due to the personal autonomy and freedom that internet offers, people are actively connecting with each other and talking about experiences, sharing opinions about products and services they have tried and heard about (Akar & Topçu, 2011).

Events and celebrations cannot be fully retained in our memory, no matter how we try to recall. Photography is the best medium to save these memories. This ideal medium explores the search for reality and truth in the society. In Nigeria, the media have focused more on media, fashion designers and artists with little or no attention to this group people (photographers) who deliver ageless content captured in pictures and other visuals (Nwaeze, 2016). In addition, most Small and Medium Enterprises (SMEs) of which lots of this photographers fall, have failed within the first five years, due to different environmental pressures with regard to market competitiveness

(Basheer, 2010).

The efficacy of photography to bear witness and retain memories has long inspired its practitioners to tell stories, keep as weapon of evidence, celebration memories, direct it uses for art, fashion, film and video production, recreational purposes, hobby, and communication. Photography is useful virtually in all fields, businesses and celebrations to communicate and keep evidence, giving people the ability to change the manner in which they view the world. Despite these importance, influence and connection of photography on the society, in capturing memories at the forefront of cultural construction of social life in societies, there has been no known study conducted on the performance, marketing or internet marketing of photography anywhere in Nigeria. Despite the importance and increase in the adoption of internet marketing in Nigeria.

Also, Lagos being a state where people love to party, celebrate and catch plenty of fun with good numbers of event centres, over one dozen of beaches and several joints have the highest number of registered online photographers in Nigeria (Vconnect, 2017). As such it has become needful to conduct a study on the impact of internet marketing on photography in Lagos state.

In view of this research problem presented above. This study specifically seeks to examine the impact of internet marketing on photography in Lagos state in terms of customer intention, customer loyalty and customer satisfaction. In order to achieve these objectives, this study seeks to address the following research questions.

- I) To what extent does search engines as an internet marketing tool impacts customers of photographers in Lagos state
- II) To what extent does social media as an internet marketing tool impacts customers of photographers in Lagos State?
- III) To what extent does website as an internet marketing tool impacts customers of photographers in Lagos State?

1.3 Research Hypotheses

To provide answers to the research questions, the following hypotheses will be tested:

Ho₁: Search engines as a tool of internet marketing has no significant impacts on customers of photographers in Lagos state.

Ho₂: Social media as a tool of internet marketing has no significant impacts on customers of photographers in Lagos state.

Ho₂: Website as a tool of internet marketing has no significant impacts on customers of photographers in Lagos state.

2. Literature Review

2.1 The Internet and Marketing

The Internet has not only changed the way businesses interact and deal with their customers and clients but it has also changed ways of conducting business. Recently, the internet allows interactive marketing by making it easier for business owners to be involved in responding to vendor's promotions (Hanafizadeh, Behboudi, Ahadi & Varkani, 2012). This interactivity is not usually found in traditional marketing techniques that use broadcast and print media. The developments of the Internet also allows various multimedia interactive animations to carry out marketing functions on the Internet instantly, offering excessive possibilities for direct marketing and early stage marketing (Berthon, Pitt, Planger & Shapiro, 2012). Before the development of internet, companies were facing

some barriers as a result the use of traditional media. There were geographical restrictions on selling, dealing hours and delivery to locations. Recently, internet marketing strategies enable the access to internet platforms and websites 24/24 on a global scale, being a virtual shop window where consumers can have a look to a business's products and services at any time and place (Ach, 2013).

2.2 Internet Marketing

According to Chaffey (2007) Internet Marketing is achieving marketing objectives through applying digital technologies of the Internet. E-Business Connection (2008) explains internet marketing as the component of marketing that deals with the planning, pricing, promotion, and distribution of products and services online. They also argued that good internet marketing strategies clearly communicate a firm's unique selling proposition, or the unique collection of benefits that creates value for its customers. Eid (2003) defined Internet Marketing as the possibility of using the Internet as an instrument for conducting marketing, commercial and business activities, this definition has been widely recognised and used in marketing literatures (McCole & Ramsey, 2004 Eid & El-Gohary, 2013; Eid & El Kasswawy, 2012).

2.3 Internet Marketing Tools

Internet marketing is the use of internet and its related technologies such as e-mails, search engine marketing, media alerting services, social media, real time communication to help achieve marketing objectives in conjunction with other marketing communication tools (El-Gohary, 2012). Internet marketing strategy comprises of services, utilities, communications and also data network created to build relationship between a firm and its customers, through communications on the internet environment using tools such as Search Engine Optimization (SEO), online banners, electronic mail (e-mail), social media, websites and micro sites.

Search Engine Optimization (SEO) is an approach used to improve the position of a company or its brand in internet natural or organic results listings for selected key phrases such as Google, yahoo, AOL (Chaffey & Ellis-Chadwick, 2012). Social media is a group of internet based applications built on ideological and technological platforms that allow the creation and exchange of user-generated internet content (Kaplan & Haenlein, 2010). Social media offers abundance of services which include; social networks (facebook, instagram, myspace, and linkedIn), micro-blogs (twitter, plurk, and friend feed), reviews and ratings (yelp, amazon, and trip advisor), video (youtube, snapchat and vimeo) (Strugatz, 2013) and new platforms are being launched regularly, offering new opportunities.

Websites are sites designed to build customer goodwill, collect company feedback and supplement other sales channels rather than to sell the company's products directly. Websites also come in form of microsites, which are individual web page or small cluster of web pages that act as a separate entity for a brand (Kotler & Armstrong, 2010). This study focuses on search engines, social media and websites as internet marketing tools, as they are the most used electronic medium by phototographers in Nigeria (Vconnect, 2017).

2.4 Benefits of Internet Marketing

The recognition of the potential of the Internet as a marketing tool developed from its great beneficial gains to firms and organisations regardless using the Internet in conducting its marketing activities. In this context, the adoption of the Internet as a commercial intermediate and marketing tool has provided some companies with pioneering ways of marketing products in an intensively competitive environment. Matikiti, Afolabi & Smith (2012) argues that businesses have been encouraged to consider the internet as a business and marketing tool in response to the growth in customers' usage of the internet for regular activity.

Internet marketing is emerging as a household name among all industries whether it is a multinational

company, large enterprise or small and medium enterprise. It provides a real-time communication personalization, frequency and convenience between customers and companies through an interactive online website as compared to the traditional marketing. This provides opportunity for firms to create and maintain good customer relationship, operational efficiency, marketing effectiveness and improved performance if implemented efficiently and effectively (Eid & El-Gohary, 2013; Eid & El Kasswawy, 2012). In effect, the revolutionary developments in Information Technology, computer science and communications have extended the function of the Internet beyond its simple use as a communication tool to become a unique and exceptionally important means for communicating with customers, providing services on a 24/7 bases, entering new markets, reducing costs and increasing sales.

One of the main characteristics of the Internet is its ability to be used both as a direct sales channel and as an interactive communications tool. Consequently the Internet can affect company marketing performance in two ways, directly through increasing direct sales and indirectly by providing higher level of customer satisfaction. This improves relationships with customers as well as productivity. Skinner (2000) argues that the internet provides four different types of opportunities for different firms. According to this arguments, the internet can establish a direct link among enterprises and customers to complete transactions and trade information, helps the business to develop and deliver new products and service for current and prospective customers and allows enterprises to possibly use the internet to become the main leader in a specific industry or segment and to set new business rules. Green (2009) demonstrates that the internet provides a lot of benefits for any company as regards to marketing activities. According to the researcher, the benefits of internet marketing include low start-up cost, low operating cost, cheap and free resources, time freedom and high profit margin.

2.5 Lagos State

Lagos State is arguably the most economically important and richest state of Nigeria, with the highest number of SMEs (SMEDAN/National Bureau of Statistics, 2013), containing popular EKO, the nation's largest urban area. Lagos still remains the major financial centre of the country and in Africa with a GDP of \$91 billion as at 2014. The mega city has developed a 24-hour culture recently and also grew to become the most populous city in the country with the highest standard of living (Ogunlesi, 2014).

However, despite the economic relevance of Lagos state in Nigeria, Lagos is known for its parties usually known as Owambe. "Owambe" is a Yoruba word used in reference to celebratory ceremonies like birthday, weddings, naming ceremonies, burials, anniversaries, promotions and so many other fun ceremonies. These functions are usually during the weekends and sometimes during the week days. Nowadays, even with the current recession in the economy (Kale, 2016), folks in Lagos never fail to organise and attend these functions, dressed to the nines in expensive aso-ebi (uniform fabrics). From the flamboyant spraying of cash by both the rich and not so rich to the aso-ebi style show-off and sumptuous party food.

In 2013, the governor of Lagos state revealed that more than 36 billion is spent by Lagosians annually on organising parties (Vanguard, 2013). The figure was collated after a careful study of social events especially party life in Lagos. The study was carried out by the government in 5 local governments out of the 20 local governments in Lagos. The organisation of these parties requires quite a lot of planning, talent and professionalism such as event planning, photography, catering, make-up, fashion stylist and so on. Photography, being a profession that places visuals and memories at the forefront of cultural construction of social life in societies is the focus of the study.

2.6 Photography

The way in which social sciences perceive social life is different by culture. Culture has become a crucial

way through which the social sciences understand social processes, social identities, social change, celebrations and conflict. Social realities are regularly formulated and organised through social practices and communication. Photography puts pictures, recalls the past and tells stories at the forefront of cultural construction of social life in societies, recommending that much meaning is channelled by the visual.

Photography is a universal tool to communicate and connect. It has brought about social change by bearing witness. Photography is the science, art, application and practice of creating durable images by recording light or other electromagnetic radiation, electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film (Spencer, 1973). The power of photography to bear witness has long motivated its practitioners to tell stories, keep as weapon of evidence, celebration memories, direct it uses for art, fashion, film and video production, recreational purposes, hobby, and mass communication. It is employed in many fields of science, fashion, architecture, journalism, manufacturing (e.g., photolithography) and business. The digital cameras changed photography, and now smartphones are changing digital cameras. However, professional photography remains the interesting ways to take a picture or record an occasion and there's also never been more ways to keep memories (Hills, 2011).

2.7 Review of Empirical Studies

Various empirical literatures have been carried out related to internet marketing and performance of businesses. Matikiti, Afolabi and Smith (2012) conducted a research on the usage of internet marketing in the hospitality sector and its relationship on profitability in South-Africa with the aim of examining internal and external factors influencing internet marketing usage. Firm size, star grading, managerial support, technological competence and perceived benefits level were identified as the internal factors while alliances and environmental competition were identified as external factors influencing internet marketing usage.

The study focused on e-mail marketing, web advertising, online branding and search engine as tools of internet marketing using return on equity, operating cost, sales volume and gross profit as a measure for business profitability. Data was collected from 136 hospitality businesses using a five likert questionnaire and data analysed using regression. The findings revealed that the use of internet marketing can positively influence business profitability and those factors such as technological competence, managerial support, level of star grading and alliances significantly influence internet marketing usage in the hospitality sector.

Demishkevich (2015) explored how business owners in Maryland, U.S.A, developed and implemented internet marketing strategies from the study "Small business use of internet marketing". The study included marketing activities across channels such as website, search engine marketing, social media marketing, content marketing, e-mail marketing, mobile marketing, and banner advertising. Data were collected through semi-structured interviews with the small business owners, direct observations of the firms' online marketing processes and technology and evaluation of companies' use of different Internet marketing channels. Findings revealed that by engaging in internet marketing strategy planning and acquiring specialized internet marketing knowledge, small business owners may develop and implement successful online marketing strategies which will eventually contribute to efficiency, effectiveness and financial performance.

Payne (2015) examined the impact of internet marketing in the U.S.A. from the study "Effects of the internet on marketing" using a qualitative method of research. The findings of the study showed that internet marketing increased revenue and customers. Hooper (2013) studied internet marketing trends: An analysis of website and social media use in New York equine industry. The study investigates how horseback riding stables in New York utilize internet marketing to promote business to customers through survey of 205 riding stables in New York.

Findings revealed an improved customer experience, effective personal network and better track of activities to view information on business services, events and professionalism.

As can be inferred from the above review, different and contradictory findings resulted from different units of analysis, sector and different measures of performance with a limited theory base and reliance on cross-sectional methods. Matikiti, Afolabi & Smith (2012) emphasized more on factors and growing rate of adoption of internet marketing rather than internet marketing impact on performance. Also, only a few of this researchers provided strong theoretical or statistical support for their studies often because of the exploratory nature of their research in the place of study and also because they focus on one type of industry which may not be relevant to another industry. Demishkevich (2015) studied five (5) SMEs which is insufficient for a conclusion. The research also lacked appropriate use of a statistical tool of analysis making the work lack specification which this study addressed specifically in the photography industry in Lagos, Nigeria.

2.8 Resource-Based View Theory

Resource-Based View (RBV) theory by Wernerfelt (1984) examines how firms can possess a wide range of resources. The theory focuses on internal strategic resources that align with the company's strategic intent and serve as the basis of competitive advantage. Wernerfelt (1984) argued that the RBV provides valuable strategic guidance by understanding which resources the companies should seek to strengthen their position or which resources is already at their disposal and be prioritize as more valuable. RBV theory according to Demishkevish (2015) explained resources needed to implement internet marketing as strategic, as the small business owner views them as an opportunity to differentiate his firm in the marketplace and serve as a competitive advantage. Matikiti et al (2012) used RBV theory together with the E-value model to explain the relationship between internet marketing, performance and profitability.

The new focus on technology in strategy as increased the tendency for firms to define themselves in terms of technologies, and the setting up of cross-divisional strategic organizations, technology groups and arenas seem to indicate that objectives are strived for in several firms (Wernerfelt, 1984). Internet marketing tools such as search engines, social media and websites are useful in this regard, as they allow business owners to listen to what consumers are saying, allowing photographers to leverage the power of influential users to spread messages throughout their networks, which influences customer loyalty, retention and satisfaction.

3. Methodology

The study was conducted in Lagos state, Nigeria. Primary data was obtained from the respondents through a structured questionnaire in 5 local governments (which are Ikeja, Surulere, Ajeromi-ifelodun, Ikorodu and Epe) out of the 20 local governments in Lagos state, each local government representing the five administrative division of Lagos state. Also, observations were done online. This includes studies about the usage statistics of the tracking of movement of internet use popularity and followership on the internet media tools such as the social media and website. The study is a cross-sectional survey prompted by the subjective nature of data utilized that required questionnaire to be sent-out once to sample population elements. Stratified random sampling technique was used to determine a sample size of 127 photographers out of a population of 1,484 registered online photographers (Vconnect, 2017), using the sample size formula:

$$S = \frac{X^2 NP(1 - P)}{d^2(1 - N) + X^2 N(1 - P)}$$

S = Required sample size, N = Population size, X = Z value (95% confidence level) = 1.96, d= degree of accuracy 5% (margin of error .05), P = Population proportion expressed as decimal assumed to be 50% maximum but used 10% (.1) for this study.

$$S = \frac{1.96^2 \times 1484 \times 0.1 \times (1 - 0.1)}{.05^2(1484 - 1) + 1.96^2 \times 0.1 \times (1 - 0.1)} = \frac{513.084}{4.0557} = 126.5$$

Approximately 127.

The sample size of 127 respondents was increased by 10% considering potential non response also known as “insurance factor”, making the sample size 140 photographers. Finally, response was 93.52% represented by 131 photographers in Lagos state. The Data was measured using a five-point Likert rating scale and data were analyzed using regression to measures and quantifies the impacts of the independent variables on dependent variables.

4. Data Presentation and Analysis

4.1 Introduction

This section presents the data obtained from the field as well as their analysis and the finding resulting from them. The first part identifies the demographic data of the respondents. The second part dwells on Impact of internet marketing on Photography in Lagos state to achieving the objective of the study.

The researcher distributed 140 questionnaires among photographers in Lagos State in which 131 recovered back. This response rate amount to 94% which is suitable and normal as suggested by researchers this was because it is impossible to have 100% response rate. The study proceeds to test for missing data, missing data has been seen to be a problem in most data analysis. In consonant with the stipulated 10% maximum threshold for missing values as suggested by Hair et al. (2014). Out of 2,688 data points, only 13 were found to be missing in the data set, which constitutes 0.48% of the data set which is far below the 10% benchmark. Thus, the missing value was replaced using mean substitution as opined by Hair et al. (2014).

Also, outliers were detected using Mahalanobis distance using 0.001 level of significance as advised by Hair et al. (2014). An outlier is a case with such an extreme value on one variable (a univariate outlier) or such a strange combination of scores on two or more variables (multivariate outlier) that it distorts statistics (Tabachnick & Fidell, 2013). Three (3) cases were detected as outliers and were deleted from the data set. As a result of the deletion, only 128 cases were used for further analysis. This is further presented in the table below.

4.2 Response Rate

Table 1 shows the summary of the number of questionnaires distributed and the number of questionnaires returned. The response rate of 93.52% is suitable for further analysis as suggested by researcher since 100% response rate is not achievable. The returned copies were scrutinized for errors, omissions, completeness and inconsistencies of which 128 returned were found to be adequately completed.

Table 1 Summary of Response Rate

Item	No of Copies	Returned	Rate%
Questionnaire distributed	140	131	93.52

4.3 Demographic Distribution

The demographic characteristics of the respondent are presented in Tables 2-4. This includes gender distribution, age distribution, and academic qualification.

As can be seen from Table 2, 89.3% of the total sampled respondents were more of male than females. This indicates that there are more male photographers in Lagos state. Most of the females combined making up with photography, only a few of them practiced pure photography.

Table 2 Gender Distribution of Respondents

Gender	Frequency	Percentage	Cumulative Percentage
Male	114	89.07	89.07
Female	14	10.93	100

Source: (Field Survey, 2017)

From Table 3, it can be deduced that most of the sampled respondents of this study, are either between the ages of 26-30 and ages 26-30, with 37.5% and 43% respectively. 3.1% of the respondents are between the ages of 18-25. While 16.4% of the total respondents are above 35 years. It is observed that most of the respondents are between ages 36 to 35. This was as a result of the increase in unemployment rate in the country.

Table 3 Age Distribution of Respondents

Age Distribution	Frequency	Percentage	Cumulative Percentage
18-25	4	3.1	3.1
26-30	48	37.5	40.6
31-35	55	43	83.6
Above 35	21	16.4	100

Source: (Field Survey, 2017)

Table 4 shows the academic qualification distribution of sampled respondents. 4.7% are O'level holders, 14.8% are national diploma holders, 77.4% are respondents that are either first degree holders, 3.1% of the respondents have a postgraduate. This can also be attributed to the fact that jobs are not available, so instead of staying idle graduates prefer to get involve in a job to keep the soul and soul together.

Table 4 Academic Qualification Distribution of Respondents

Academic qualification	Frequency	Percentage	Cumulative Percentage
O'Level	6	4.7	4.7
Ordinary Diploma	19	14.8	19.5
HND/B.sc	99	77.4	96.9
Postgraduate	4	3.1	100

Source: (Field Survey, 2017).

4.4 Correlation Result

The correlation matrix explains the degree of relationship between the dependent variable and the

independent variables of the study as well as the independent variable among themselves. The summary of the association among the variables is presented in Table 5.

Table 5 Correlation Table

		SE	SM	WS	CP
SE	Pearson Correlation	1	.144	.089	.104
	Sig. (2-tailed)		.105	.316	.241
	N	128	128	128	128
SM	Pearson Correlation	.144	1	.235**	.505**
	Sig. (2-tailed)	.105		.007	.000
	N	128	128	128	128
WS	Pearson Correlation	.089	.235**	1	.448**
	Sig. (2-tailed)	.316	.007		.000
	N	128	128	128	128
CP	Pearson Correlation	.104	.505**	.448**	1
	Sig. (2-tailed)	.241	.000	.000	
	N	128	128	128	128

** . Correlation is significant at the 0.01 level (2-tailed).

Note: SE represents Search Engine; SM represent Social Media; WS represent Website; CP represent Customer Photography.

From Table 5 it is clearly shown that the highest relationship among the independent is 14% which is lesser than the stipulated rule of thumb value of 80%. This therefore indicate that no possible existence of multicollonearity among the independent variable.

4.5 Regression Analysis

Multiple regression analysis was used by the study to analyse data. The result is presented in Table 6.

Table 6 Multiple Regression Result

Variable	Coefficient	T-Value	P-Value	C. Alpha	VIF
CP	4.978			0.723	1.076
SM	0.389	5.694	0.000	0.856	
WS	0.219	4.738	0.000	0.712	
SE	0.870	13.090	0.000	0.761	
R ²	0.370				
Adjusted R ²	0.355				
F-Stat	24.265				

Source: (Field Survey, 2017)

Table 6 shows the result of the regression analysis, the adjusted R² of 0.370 shows social media, website and search engine explain 37% variation on Customer Photography in Lagos state. Also shown is the fitness of the model. The model is statistically significant at F = 24.265, p < .001. F statistics value of 24.265 shows a good fitness of the model.

Social media show a positive relationship with customer photography. A unit percent increase in social media will lead to 38.9% increase in customer photography, which is significant at p < .001. This might be as a result of the number of people who use social media which therefore allows for a wider and more connected network for the advert. This can be buttress by the recent assertion made the minister of communication, Mr. Adebayo Shittu documented on 9th of October 2017 via punch newspaper at a retreat on social media and good governance hosted

by Ministry of Communication in Abuja that about 75% of Nigeria population that use internet are on social media and the number keep growing on both social networking and blogging sites. He added that social media has become a very strong platform for information dissemination.

So also, website has a positive relationship with customer photography. A unit percent increase in website will lead to 22% increase in customer photography, also significant at $p < .001$. This could be attributed to fact that the world is becoming web-centric, therefore the need to own a website becomes a requirement to be considered professional. Also, the untapped market size available for enterprises in Nigeria which can be reached via website has made enterprise owners interested in having a website. The ever-increasing importance of an online presence for businesses of all sizes and descriptions had made enterprises adjust their strategy accordingly. It's easier than ever for businesses to have a website when it comes to cost. An increase in the use of website can provide all kinds of benefits to a business. It can verify the existence of a business, increase visibility to new and current customers, and improve customer experiences.

Search engine was found to have a positive relationship and significant effect on customer. A unit percent increase in website will lead to 87% increase in customer photography. This could be justified by the assertion of Purcell, Brenner and Rainie (2012) that 91% of internet in the world uses search engines. Also search engine was seen as an important tool that provides internet users a shortcut to obtain required information which has become an indispensable part of our daily life. However, for businesses like photography, search engine optimization can improve the site visibility to visitors from search engines at a low cost.

Table 7 The Most Used Internet Marketing Tool

Variables	Obs	Mean	Rank
Website	131	1.3	3 rd
Search Engines	131	1.364	2 nd
Social Media	131	1.37	1 st

Source: (Field survey, 2017)

Table 7 indicates that social media has an average mean value of 1.37; search engine has an average mean value of 1.364, while website has average mean value of 1.3. This implies that social media is the most widely utilized social media tool alongside search engines as both aid effective marketing of photographers in the market.

Evidence from the study reveals that:

- (i) Website, search engines and social media significantly influenced the performance of photographers in Lagos, Nigeria.
- (ii) The most used internet marketing tool is social media with a mean of 1.37. This is followed by search engine with a mean of 1.364.
- (iii) Internet marketing tools significantly influenced the performance of photographers in Lagos, Nigeria.

5. Conclusion and Recommendations

5.1 Conclusion

The research examined the impact of internet marketing on photography. The adoption of internet in marketing by photographers is on the increase. The findings revealed that internet marketing have impact on the customers of photographers in Lagos state in terms of customer loyalty, retention and satisfaction.

5.2 Recommendation

- (i) The opportunities in internet marketing requires more investment as all business owners irrespective of sector needs to be more effective and efficient in internet marketing to increase performance.
- (ii) Business owners need to seek training and education to stay up to date on new innovations and technology.
- (iii) Internet service providers should reduce the cost of internet use so as to encourage organisations adopt the use of internet marketing more.

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